

# SHOWMAN'S MANUAL



AGAINST AFRICA'S **VOODOO** TERROR... *Faith!*

AGAINST FANATICS' BULLETS... *Courage!*



AGAINST THE FLAME OF VIOLENCE... *a Woman's Love!*



Lloyd Young & Associates Present

## THE **MARK** OF THE **HAWK**

ACTUALLY FILMED IN  
THE HEART OF THE  
DARK CONTINENT!

TECHNICOLOR **SUPERSCOPE**

A Universal-International Release Starring  
**SIDNEY POITIER • JUANO HERNANDEZ • JOHN MCINTIRE**

and  
**EARTHA KITT**

Directed by MICHAEL AUDLEY Screenplay by H. KENN CARMICHAEL Produced by LLOYD YOUNG

T H E A T R E

MAT No. 401

Ad Mat No. 401—4 Col. x 10 1/2"—588 Lines



billing

Lloyd Young & Associates  
Present  
"MARK OF THE HAWK"  
TECHNICOLOR®  
Superscope  
starring  
SIDNEY POITIER  
JUANO HERNANDEZ  
JOHN MCINTIRE  
and  
EARTHA KITT  
Directed by  
MICHAEL AUDLEY  
Screenplay by  
H. KENN CARMICHAEL  
Produced by  
LLOYD YOUNG

A Universal-International Release

the staff

Director of Photography, Erwin Hillier; Art Director, Terence Verity; Editor, Edward Jarvis; Technical Supervisor, Jules Padilla; Casting Director, Gerry Walker; Production Manager, Victor Peck; Recording Supervisor, Harold King; Camera Operator, Tony White; Sound Recordist, Charles Knott; Assistant Director, Rene Dupont; Continuity, Pamela Gayler; Make-up, Colin Garde; Hairdressing, Hilda Fox; Wardrobe Supervisor, Jackie Jackson; African Location Unit Director, Gilbert Gunn; Director of Photography, Toge Fujihira; Camera Operator, Robert W. Smith; Sound Recordist, Jennison Varnum; Assistant Director, David Pedrick; Unit Manager, H. Kenn Carmichael; Production Assistant, Douglas Cox; Music Composed by Matyas Seiber; Music performed by The Associated British Studio Orchestra under the direction of Louis Levy; Miss Eartha Kitt's song, "This Man Is Mine," composed by Ken Darby; Executive Producer, W. Burton Martin.

the cast

Obam.....SIDNEY POITIER  
Amugu.....JUANO HERNANDEZ  
Craig.....JOHN MCINTIRE  
Renee.....EARTHA KITT  
Barbara.....HELEN HORTON  
Sundar Lal.....MARNE MAITLAND  
Governor General  
GERARD HEINZ  
Gregory.....PATRICK ALLEN  
Kanda.....CLIFTON MACKLIN  
Prosecutor.....EARL CAMERON  
Inspector.....EWEN SOLON  
Ming Tao.....DAVID GOH

the story

(Not for Publication)

Obam (SIDNEY POITIER), an educated African married to Renee (EARTHA KITT) and representing the workers on the legislative council, is torn between the native terrorists led by his younger brother Kanda (CLIFTON MACKLIN) and urged to seek equality for his people by peaceful means by Pastor Amugu (JUANO HERNANDEZ) and American missionary Bruce Craig (JOHN MCINTIRE).

A strong-arm white colonist Steve Gregory (PATRICK ALLEN) is convinced that Obam is the terrorist leader when a settler's house is burned and the owner killed. A dead hawk, found among the ruins, is presumed to be Obam's symbol, because Obam in African means "The Hawk."

Obam is driven by Gregory's accusations to speak strongly against the white man and an ugly situation among the mine workers is prevented by the intervention of Amugu. But Gregory, determined to take the law into his own hands, sets an ambush for the terrorists who, he learns, are planning another raid. Meanwhile Obam has become convinced by his brother that he is the only man who can lead his people against the "white tyranny."

This time it is Craig who convinces Obam that his tactics can only result in misery. Obam tries to dissuade the terrorists, but he is too late. Craig is caught in the crossfire and is killed. Obam is arrested and taken to court where he pronounces his belief in the doctrine of peace and peaceful means, admits failure to his brother for "being less than the man I would have liked him to be" and to his people "because I wanted to give them freedom but gave them only the desire to destroy."

'Mark Of The Hawk' Tells Story Of Faith And Terror Clashing In Modern Africa

(Review)

While modern Africa is the setting for "Mark of the Hawk," it is Africa's savage heredity that poses the grim, explosive challenge in this new motion picture, now playing at the Theatre. With Sidney Poitier, Juano Hernandez, John McIntire and Eartha Kitt in starring roles, "Mark of

the Hawk" tells a gripping story of faith clashing with fanatic terrorism, a story most effective when it is told in terms of those caught in the violent crossfire.

There is Poitier, the enlightened young firebrand; Hernandez, the native pastor who knows the blood-price of peace; McIntire, the outsider who has to die to prove his faith; and Miss Kitt, Poitier's wife who lives with him a tender, touching love story in the midst of all the turbulence.

Poitier lives up to all the promise he showed in "The Blackboard Jungle" and "Something of Value" with a convincing performance as the young Obam, dedicated to his people's welfare—whether it means moving forward with history or retreating into a savage past. Hernandez and McIntire are strong in exceedingly difficult parts. And Eartha Kitt, in her first dramatic motion picture role, comes across with great sensitivity. She has one song, "This Man Is Mine," composed by Ken Darby.

There is a thrilling feeling of authenticity about every jungle background, every bullet-laden raid, every voodoo-witchcraft ritual. "Mark of the Hawk" was filmed in its entirety in Africa.

The excellent H. Kenn Carmichael screenplay was directed by Michael Audley and photographed in Technicolor and Superscope as a Lloyd Young & Associates production for Universal-International release.

McIntire Known For Wide Range Of Roles

(Advance)

Unlike many actors, if you saw John McIntire on the street and didn't recognize him, he'd be happy.

"According to my philosophy, I'm a character first and a name second," he declares stoutly.

John, who co-stars with Sidney Poitier, Eartha Kitt and Juano Hernandez in Lloyd Young & Associates production for Universal-International release, "Mark of the Hawk," due to open next.....at the.....Theatre, is one of those rare artists who are chiefly concerned with the kind of performance that elicits a sympathetic murmur of approval from the audience rather than a gasp of recognition when they see him in person.

In thirteen years McIntire has appeared in over sixty films, and there's hardly anyone who hasn't watched John McIntire, sheriff, bearded trapper, gunman, soldier, lover, district attorney, and in the Technicolor-Superscope filmed-in-Africa "Mark of the Hawk," missionary.

"But as far as public recognition goes," he smiles, "I'd much rather have the audience know I'll give a good show than just know my name."

Globe-Trotting Eartha At Home All Over World

(Current)

For Eartha Kitt, a location jaunt to Africa was like a week-end trip to the country.

The talented Miss Kitt has her first starring role in motion pictures in Lloyd Young & Associates production for Universal-International release, "Mark of the Hawk," filmed in Technicolor and Superscope and now at the.....Theatre.

Sidney Poitier, Juano Hernandez and John McIntire head the cast of "Mark of the Hawk."

Miss Kitt is at home in any part of the world as she would be in her own back-yard.

Speaking seven languages fluently, Eartha has spent most of her young life traveling the four corners of the earth, performing as a singer, dancer, actress, comedienne, supper club star and girl-about-town in almost every country of the world.

The toast of such geographically varied cities as London, New York, Cairo, Paris, Berlin, Istanbul, Brussels and Rome, Eartha looked forward to filming "Mark of the Hawk" in Africa the way a school child anticipates vacation time.

"After the hustle-and-bustle of big city life, film-making in Africa was a welcome relief," she smiles. "And besides, I was able to learn three new dialects."

Actor Also A Star In Academic Fields

(Current)

Motion picture actors hold many distinctions, but it falls to Juano Hernandez' lot to be the only American actor to hold a Professorship and Doctorate (University of Puerto Rico).

The distinguished actor is currently starred with Sidney Poitier, John McIntire and Eartha Kitt in Lloyd Young & Associates Technicolor-Superscope production for Universal-International release, "Mark of the Hawk," now at the.....Theatre.

Hernandez' latest venture is a private dramatic school where would-be actors and actresses never get to read a line of dialogue until after the eighteenth lesson.

"Mark of the Hawk" was filmed entirely in Africa.



"MARK OF THE HAWK" (1-A)

In her first dramatic motion picture role, sultry Eartha Kitt joins Sidney Poitier, Juano Hernandez and John McIntire in the stellar cast of "Mark of the Hawk," a Lloyd Young & Associates Technicolor-Superscope production for Universal-International release. (Still E57.1.31A)

'Mark Of The Hawk' Set In Modern Africa

(Advance)

"Mark of the Hawk," a drama of the clash between faith and tribal terrorism in modern Africa, begins an engagement at the.....Theatre starting.....

Filmed in Technicolor and Superscope in Africa, "Mark of the Hawk" stars Sidney Poitier, Juano Hernandez and John McIntire and co-stars Eartha Kitt in her first dramatic motion picture role. The picture was produced by Lloyd Young & Associates for Universal-International Release.



"MARK OF THE HAWK" (2-A)

Juano Hernandez, Sidney Poitier, Eartha Kitt and John McIntire are the principals involved in the drama of "Mark of the Hawk," a story based on the clash of faith and tribal passions in modern Africa. This Technicolor-Superscope production was filmed in Africa by Lloyd Young & Associates for Universal-International Release (Still E57.1.Prod.93A)

Throw The Rule Book Out And Become A Movie Star —Poitier Is Living Proof

(Advance)

If you're a sports star you follow the regulations and if you're a business executive you have certain procedures to conform to, but if you want to be a movie star, you've got to throw the rule book away!

That's the studied opinion of actor Sidney Poitier, who heads the cast of the Technicolor-Superscope production, "Mark of the Hawk," which opens.....at the.....Theatre. Juano Hernandez, John McIntire and Eartha Kitt are also starred in this Lloyd Young & Associates production for Universal-International release.

"In a business where your success depends to a great extent on the whims of millions of people," Poitier says, "there can be absolutely no sure formula for success. Times change too fast. No two stars have made it to the top the same way and the chances are that no two ever will."

Poitier points out that film stars can come from any background, as contrasted by wealthy socialite Grace Kelly's plush environment when she started her screen career and impoverished Tony Curtis', or from any place in the world, as proven by Indian star Anna Kashfi, Japanese star Miiko Taka or Italian star Sophia Loren.

Poitier himself literally threw the book away to become a star.

After a varied life as parking lot attendant, dish washer, laborer, pin-boy, trucker and dock worker, Sidney Poitier, at sixteen, read an ad in the paper for actors and decided he would be a star.

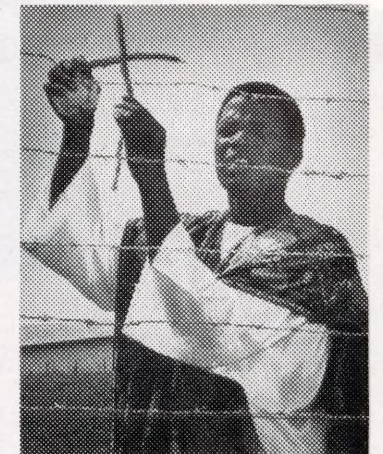
"The fact that won me a part in the play was my complete incongruousness," he smiles. "The director couldn't believe anyone so inept and inexperienced would dare try for the part so he thought I was putting on a tremendous act and hired me. That was the start."

Poitier was kicked out of the

acting school of the New York Negro Theatre three times before justifying himself, and since then his roles have come more by accident than design.

"Someone sees me in a film and hires me to do another," he explains. "I have yet to actively seek a specific part. If I followed the rules and tried for certain roles, chances are I'd never get them. That's the way my entire life has been."

For would-be actors trying to follow in his footsteps, Sidney has this advice: "Plan your future as carefully as you can, and then throw it all away. Just be yourself."



"MARK OF THE HAWK" (1-B)

Native firebrand Sidney Poitier is the center of explosive conflict in "Mark of the Hawk," a Lloyd Young & Associates production in Technicolor and Superscope for Universal-International Release. (Still E57.1.Prod.12A)

Local Native Boy Makes Good In Film

(Current)

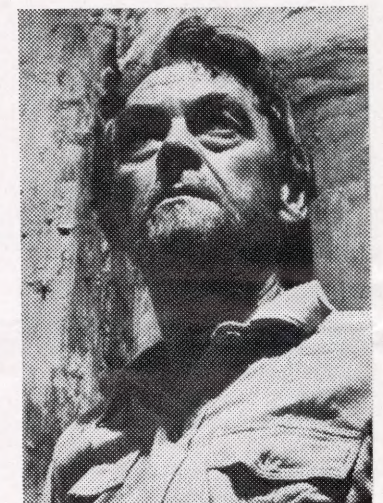
The hero of Enugu is only nine years old, but to his townspeople he's already a great man.

For key location scenes in Africa for Lloyd Young & Associates production, "The Mark of the Hawk," a Universal-International release, now at the.....Theatre, a young native who could speak English well enough to carry dialogue with stars Sidney Poitier, Juano Hernandez, John McIntire and Eartha Kitt was sorely needed.

After auditioning hundreds of youngsters without success, a nine-year-old Nigerian boy with the musical name of Kalu Kalu, who is top scholar in English at the local missionary school, found himself thrust into the magical world of movie-making.

And because the film company spent their location in his home town, Enugu, the boy became a celebrity.

"Mark of the Hawk," filmed in Technicolor and Superscope, is a story of the clash between faith and tribal fanaticism in modern Africa.



"MARK OF THE HAWK" (1-D)

John McIntire plays the American Craig in the Lloyd Young & Associates production "Mark of the Hawk", filmed in Technicolor and Superscope in Africa for Universal-International Release. (Still E-57.1 Por. 3A)



## CAPITALIZE on KITT

Display The Song Sheet



The attractive cover reproduced here for the sheet music on the song "This Man Is Mine" will attract attention to "MARK OF THE HAWK" in music stores.

Written by Don Quinn and Ken Darby, "This Man Is Mine" is sung by Eartha Kitt in the film.

Request your local orchestras and soloists appearing on radio, TV and in night clubs to include this song in their program.

Additional copies of the song title page may be secured by writing:

**PERRY BOTKIN**

Longridge Music, Inc.  
6087 Sunset Blvd.  
Hollywood, California

## NEW EARTHA KITT RECORDS FROM RCA—FOR DJ PLAY

IF I CAN'T TAKE IT WITH ME  
PROCEED WITH CAUTION

TAKE MY LOVE, TAKE MY LOVE  
YOMME, YOMME

I'M A FUNNY DAME

PUT MORE WOOD ON THE FIRE

HONOLULU ROCK AND ROLL  
THERE'S NO CURE FOR L'AMOUR

NUTTIN' FOR CHRISTMAS  
I WANT A MAN

SHO-JO-JI

NOBODY TAUGHT ME

Exciting is the word for every record featuring the voice of Eartha Kitt. Contact the RCA-Victor representative in your area and combine to contact the DJ's for saturation playing of the new Kitt records listed above, with, of course, a mention of the film and your playdate.

This, combined with displays in record stores using scenes from the film showing Eartha Kitt, will be a big plus for "MARK OF THE HAWK".

## TV TELOP or Slide



Both Telop and Slide are available as shown here . . . \$6.00 with theatre playdate and station identification information (to accompany order) . . . \$5.00 without theatre playdate or station identification . . . \$2.50 for each duplicate copy of any Telop or Slide. Be sure to mention whether you want Telop or Slide. Order direct from . . . QQ TITLE CARD CO., 247 WEST 46TH ST., NEW YORK, N. Y.

## Audio Copy to go with Telop or Slide

"In modern Africa voodoo fury clashes with the flame of faith! . . . See MARK OF THE HAWK! . . . Filmed in Africa in Technicolor and Superscope!"

## FREE TRANSCRIPTION

**FOR SPOT RADIO USE:** Available in FREE transcription form is a group of highly effective radio-spots. All the drama, action and suspense found in the film is vividly captured for the benefit of radio listeners. The spots are 15, 30 and 60-second lengths and in every instance the time mentioned includes adequate opportunity for local playdate information to be given "live" by station announcer.

Order this FREE radio disc from  
RADIO DEPARTMENT, UNIVERSAL-INTERNATIONAL STUDIOS  
UNIVERSAL CITY, CALIFORNIA

## Suggested Copy for Live Radio Spot Announcements

**(ONE MINUTE):**

ANNOUNCER: "See voodoo fury clash with the flame of faith in modern Africa! . . . See MARK OF THE HAWK! . . . filmed in its entirety in Africa—in Technicolor and Superscope! . . . MARK OF THE HAWK! . . . starring Sidney Poitier . . . Juano Hernandez . . . John McIntire . . . and co-starring sultry Eartha Kitt in her first dramatic motion picture role! . . . MARK OF THE HAWK! . . . A drama of the dark continent, land of violence and witchcraft, of a fanatic's bullets and of valiant courage . . . and of the faithful few caught in the crossfire of a thousand years of jungle terror! . . . MARK OF THE HAWK! . . . A drama of one man's bravery and one woman's love . . . all that stood between an entire continent and the savagery of centuries! . . . Sidney Poitier, Juano Hernandez, John McIntire and Eartha Kitt in MARK OF THE HAWK! . . . in Technicolor and Superscope!"

Pre-Sold To Church-goers  
And Families Everywhere!

## POWERFUL AD CAMPAIGN

in these selected publications — reaching every community — big and small!

CHRISTIAN HERALD • PRESBYTERIAN LIFE  
TOGETHER • ARGOSY • PARENTS

Over and above the mass appeal of "MARK OF THE HAWK" are the areas of special interest which could prove a stimulating influence to your Box Office. Concentration on these selected groups through proper channels will do much to insure the success of the film.

## CHURCH GROUPS

Screen the picture at the earliest possible time for the heads of the Protestant Churches in your area. Then have them actively participate in acquainting the public about the picture through their Ministers, church officials and auxiliary groups. Suggest to Ministers and Sunday School teachers that sermons and talks be made with a recommendation of the film. This solicitation to the church representatives should be a delicate approach rather than the usual hard-sell exploitation type.

Here are the church denominations which have already announced their support and have agreed to canvass their membership on behalf of "MARK OF THE HAWK":

Presbyterian Church  
Methodist Church

United Presbyterian Church  
Congregational Christian Churches

## WOMEN'S CLUBS

The spirit of the story should find great response in women because of its theme and the importance accorded the female members of the cast throughout the film. These opinion-making groups could prove an important asset in attracting attention to your local showing.

## HIGH SCHOOLS AND COLLEGES

Study Clubs and particularly religious groups on every campus will find this film of interest. Heads of these groups should be invited to a special screening so that they may endorse the film to their fellow students.

## FRATERNAL ORGANIZATIONS

Most of the organizations are devoted to the betterhood of mankind and as a result will lend whole-hearted support to a film of this type. Request mention in their mail to the membership, posters and displays at their meeting places and announcements at their luncheons and dinners.

## CHECK LIST

- Arrange church group parties.
- Special tickets to churches.
- Special children's tickets.
- Chain letter through women parishioners.
- Pyramid telephone calls.
- Letter writing newspaper contest on theme of "MARK OF THE HAWK".
- Special Herald or Bulletin for church, club and school bulletin boards.
- Screening for leading churchmen of all faiths.
- Library book mark.
- Ads in all local Negro newspapers—follow-up with editorial material.

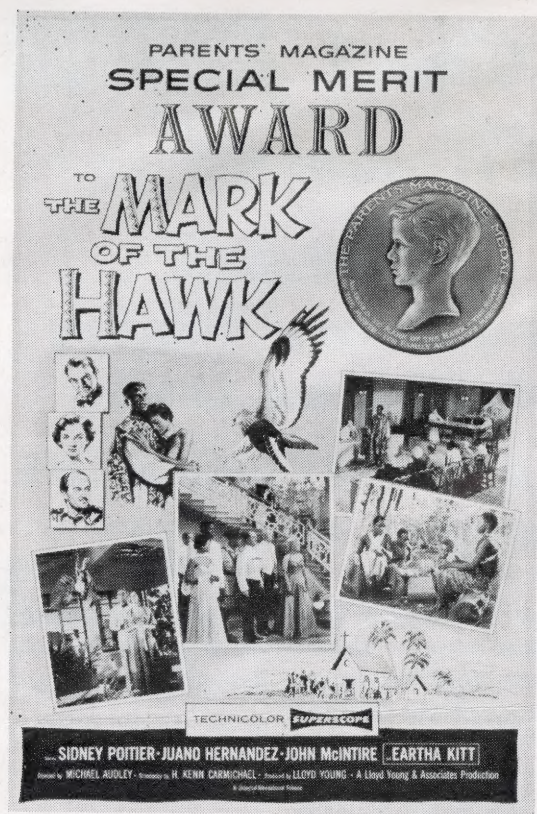
**(30-SECONDS):**

ANNOUNCER: "See voodoo fury clash with flaming faith in modern Africa! . . . See MARK OF THE HAWK! . . . starring Sidney Poitier, Juano Hernandez, John McIntire and Eartha Kitt! . . . MARK OF THE HAWK! . . . the story of one man's courage and of one woman's love and of the faith that alone stood between the dark continent and a thousand years of jungle terror! . . . MARK OF THE HAWK! . . . filmed in Africa in Technicolor and Superscope!"

**(15-SECONDS):**

ANNOUNCER: "See voodoo fury clash with flaming faith in modern Africa! . . . See MARK OF THE HAWK! . . . starring Sidney Poitier, Juano Hernandez, John McIntire and Eartha Kitt! . . . MARK OF THE HAWK! . . . filmed in Africa in Technicolor and Superscope!"





## PARENTS MAGAZINE AWARD

Full advantage should be taken of the Parents' Magazine Award to "MARK OF THE HAWK" as The Movie of the Month for family audiences.

Prominently display the FREE 1-SHEET (shown here at left) in advance of your showing. Use the award to secure extra cooperation from PTA, Boy and Girl Scouts and similar type organizations.

Order FREE from EXPLOITATION DEPT., Universal Pictures Company, Inc., 445 Park Avenue, New York 22, N. Y.

## AFRICAN INFLUENCE

Tie-up with your department store on merchandise simulating the African motif, such as masks, spears, ivory, jewelry and pottery. Clothing and accessories made from the skins of leopards, alligators, zebras, and other wild animals would make this unusual and interesting.

## LOCAL PHOTOGRAPH CONTEST

Arrange with your local camera club or biggest photographic store to sponsor a contest whereby contestants would submit their best photograph taken at the local zoo with, of course, one of the animals in the background. The best entries could be displayed with proper credits in the window of the camera store and in your lobby for advance interest. Prizes to the winners would insure participation and the winning photo could be a possible plant in your local newspaper.

## THEATRE FRONT AND LOBBY



Use the African motif as shown here for effective interest. You may wish to go beyond this and dress your doorman and ushers as big game hunters. Ush-erettes and cashier could simulate the African look by wearing long earrings with beads and bracelets. Most important would be to utilize your loudspeaker system to play the song "This Man Is Mine" interspersed with punchy catch-lines and jungle sound effects from the film.

## MAN HUNT

Use a version of the "Raffles" stunt to attract attention to "MARK OF THE HAWK." Try to arrange this with the Circulation Department of your local newspaper, whereby the reader finding the man with the Mark of the Hawk would be carrying the newspaper at the time of discovery. The "man" could be dressed as a missionary, big game hunter, or have "The Mark of the Hawk" imprinted on his forehead or on the back of his hand.

### Special FLAG and BANNER ACCESSORIES

Order direct from  
NATIONAL FLAG CO., 43 WEST 21st St., New York 10, N. Y.  
In Canada from  
THEATRE POSTER SERVICE, 250 Victoria St., Toronto, Ont.



Ad Mat No. 202—2 Col. x 2"—56 Lines



Ad Mat No. 201—2 Col. x 1"—28 Lines



MAT No. 205

Ad Mat No. 205—2 Col. x 5 1/4"—150 Lines



# VOODOO!

... **AFRICA**  
land of violent contrasts,  
where Faith challenges Witchcraft  
and the courage of a valiant few  
faces a fanatic's hordes!

ACTUALLY FILMED IN  
THE HEART OF THE  
DARK CONTINENT!

Lloyd Young & Associates Present

## THE MARK OF THE HAWK

TECHNICOLOR SUPERSCOPE

starring **SIDNEY POITIER · JUANO HERNANDEZ · JOHN McINTIRE** and **EARTHA KITT**

Directed by MICHAEL AUDLEY Screenplay by H. KENN CARMICHAEL Produced by LLOYD YOUNG  
A Universal-International Release

T H E A T R E

MAT No. 402

Ad Mat No. 402—4 Col. x 9"—500 Lines

AGAINST AFRICA'S VODOO TERROR... *Faith!*

Lloyd Young & Associates Present

## THE MARK OF THE HAWK

starring **SIDNEY POITIER  
JUANO HERNANDEZ  
JOHN McINTIRE**  
and **EARTHA KITT**

TECHNICOLOR SUPERSCOPE

A Universal-International Release

MAT No. 203  
Ad Mat No. 203—2 Col. x 2¾"—80 Lines

AGAINST VODOO FURY...  
THE FLAME OF FAITH!

Lloyd Young & Associates Present

## THE MARK OF THE HAWK

TECHNICOLOR SUPERSCOPE

STARRING **SIDNEY POITIER · JUANO HERNANDEZ · JOHN McINTIRE** and **EARTHA KITT**

A UNIVERSAL-INTERNATIONAL RELEASE

MAT No. 204  
Ad Mat No. 204—2 Col. x 3¾"—100 Lines



**AFRICA... LAND OF VOODOO AND WITCHCRAFT!**

...where turbulence and terror face the challenge of faith — and one man dares a thousand years of darkness and jungle fury!

Lloyd Young & Associates Present

**THE MARK OF THE HAWK**

ACTUALLY FILMED IN THE HEART OF THE DARK CONTINENT

A Universal-International Release starring  
**SIDNEY POITIER · JUANO HERNANDEZ · JOHN McINTIRE**  
 and **EARTHA KITT** **TECHNICOLOR SUPERSCOPE**

Directed by MICHAEL AUDLEY · Screenplay by H. KENN CARMICHAEL · Produced by LLOYD YOUNG

**T H E A T R E**

MAT No. 301

Ad Mat No. 301—3 Col. x 8 1/4"—350 Lines

**AFRICA... LAND OF VOODOO AND WITCHCRAFT!**

Lloyd Young & Associates Present

**THE MARK OF THE HAWK**

ACTUALLY FILMED IN THE HEART OF THE DARK CONTINENT!

**TECHNICOLOR SUPERSCOPE**

A Universal-International Release  
 Starring  
**SIDNEY POITIER · JUANO HERNANDEZ**  
**JOHN McINTIRE and EARTHA KITT**

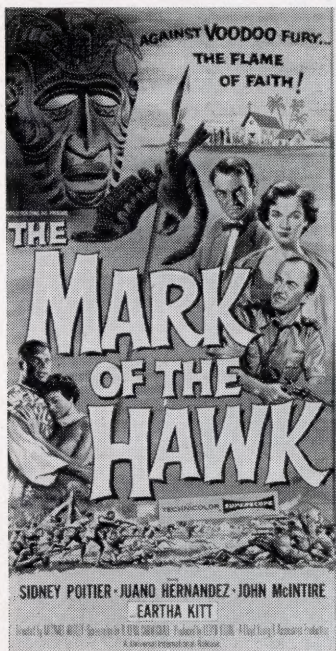
Directed by MICHAEL AUDLEY · Screenplay by H. KENN CARMICHAEL  
 Produced by LLOYD YOUNG

**T H E A T R E**

MAT No. 207

Ad Mat No. 207—2 Col. x 9 1/4"—260 Lines

# ACCESSORIES



3 SHEET



6 SHEET



14 x 36



1 SHEET



22 x 28

Order trailer, slide, ad and scene mats, color gloss stills and other accessories from your local National Screen Service Exchange.

WINDOW CARD



AGAINST AFRICA'S  
**VOODOO FURY... FAITH!**



Lloyd Young & Associates Present

AGAINST THE  
FLAME OF  
VIOLENCE...  
**COURAGE!**

AGAINST  
FANATICS'  
BULLETS...

*a WOMAN'S LOVE!*

**THE  
MARK  
OF THE  
HAWK**



ACTUALLY  
FILMED IN THE  
HEART OF THE  
DARK CONTINENT

TECHNICOLOR

**SUPERSCOPE**

A Universal-International Release starring

**SIDNEY POITIER · JUANO HERNANDEZ · JOHN McINTIRE**

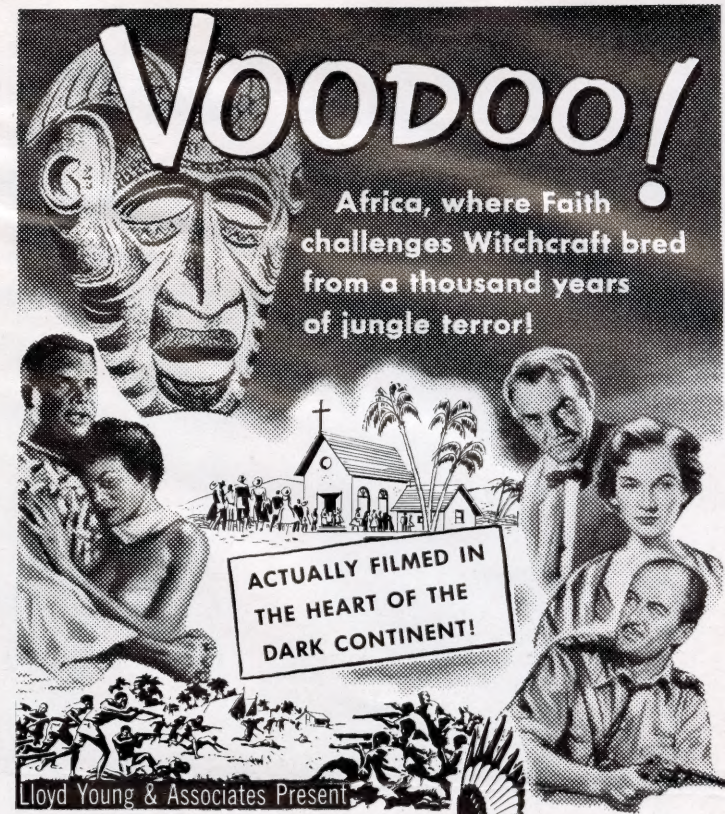
Directed by MICHAEL AUDLEY · Screenplay by H. KENN CARMICHAEL · Produced by LLOYD YOUNG

and **EARTHA KITT**

THEATRE

MAT No. 302

Ad Mat No. 302—3 Col. x 9 1/2"—400 Lines



**VOODOO!**

Africa, where Faith  
challenges Witchcraft bred  
from a thousand years  
of jungle terror!

ACTUALLY FILMED IN  
THE HEART OF THE  
DARK CONTINENT!

Lloyd Young & Associates Present

**THE  
MARK  
OF THE  
HAWK**

TECHNICOLOR  
**SUPERSCOPE**

starring

**SIDNEY POITIER · JUANO HERNANDEZ · JOHN McINTIRE** and **EARTHA KITT**

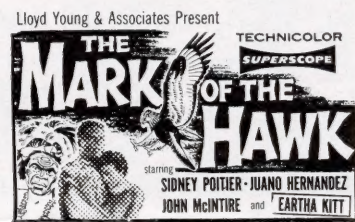
Directed by MICHAEL AUDLEY · Screenplay by H. KENN CARMICHAEL

Produced by LLOYD YOUNG · A Universal-International Release

THEATRE

MAT No. 206

Ad Mat No. 206—2 Col. x 7 1/4"—200 Lines



A Universal-International Release  
MAT No. 101

Ad Mat No. 101  
1 Col. x 1"—14 Lines

STARRING  
**SIDNEY POITIER · JUANO HERNANDEZ · JOHN McINTIRE** and **EARTHA KITT**  
A UNIVERSAL-INTERNATIONAL RELEASE

**FAITH!** ACTUALLY FILMED IN THE HEART OF THE DARK CONTINENT

*a WOMAN'S LOVE!*

... **AFRICA COURAGE!**

**THE MARK OF THE HAWK**

**VOODOO**

**THE MARK OF THE HAWK**

TECHNICOLOR  
**SUPERSCOPE**

and **EARTHA KITT**

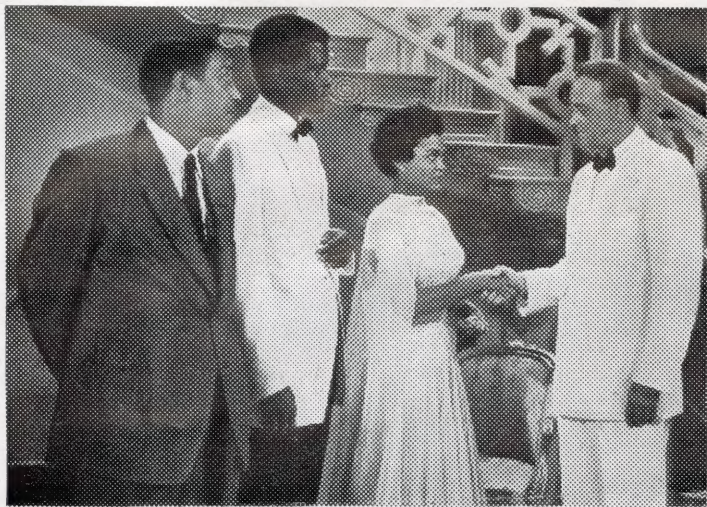
Starring  
**SIDNEY POITIER · JUANO HERNANDEZ · JOHN McINTIRE** and **EARTHA KITT**

Directed by MICHAEL AUDLEY · Screenplay by H. KENN CARMICHAEL  
Produced by LLOYD YOUNG



# SPECIAL COMPOSITE MAT

EVERYTHING YOU NEED FOR A COMPLETE CAMPAIGN, ALL ON ONE MAT



"MARK OF THE HAWK" (2-A)

Lloyd Young & Associates Present

**MARK OF THE HAWK**

TECHNICOLOR  
SUPERSCOPE

ACTUALLY FILMED IN THE HEART OF THE DARK CONTINENT!

Starring SIDNEY POITIER · JUANO HERNANDEZ  
JOHN MCINTIRE and EARTHA KITT

A Universal-International Release MAT No. 201

Ad Mat No. 201 2 Col. x 1" - 28 Lines

AGAINST AFRICA'S VODOO TERROR... Faith!

Lloyd Young & Associates Present

**THE MARK OF THE HAWK**

TECHNICOLOR  
SUPERSCOPE

ACTUALLY FILMED IN THE HEART OF THE DARK CONTINENT

Starring SIDNEY POITIER · JUANO HERNANDEZ · JOHN MCINTIRE and EARTHA KITT

A Universal-International Release MAT No. 202

Ad Mat No. 202 2 Col. x 2" 56 Lines

AGAINST VODOO FURY...  
THE FLAME OF FAITH!

Lloyd Young & Associates Present

**THE MARK OF THE HAWK**

TECHNICOLOR  
SUPERSCOPE

ACTUALLY FILMED IN THE HEART OF THE DARK CONTINENT

starring SIDNEY POITIER · JUANO HERNANDEZ · JOHN MCINTIRE and EARTHA KITT

Directed by MICHAEL AUDLEY Screenplay by H. KENN CARMICHAEL Produced by LLOYD YOUNG

A Universal-International Release

MAT No. 205

Ad Mat No. 205 2 Col. x 5 1/2" 150 Lines

Lloyd Young & Associates Present

**THE MARK OF THE HAWK**

TECHNICOLOR  
SUPERSCOPE

Starring SIDNEY POITIER · JUANO HERNANDEZ · JOHN MCINTIRE and EARTHA KITT

A Universal-International Release MAT No. 101

Ad Mat No. 101 1 Col. x 1" - 14 Lines



"MARK OF THE HAWK" (1-A)

**VOODOO!**

Africa, where Faith challenges Witchcraft bred from a thousand years of jungle terror!

ACTUALLY FILMED IN THE HEART OF THE DARK CONTINENT!

Lloyd Young & Associates Present

**THE MARK OF THE HAWK**

TECHNICOLOR  
SUPERSCOPE

starring SIDNEY POITIER · JUANO HERNANDEZ · JOHN MCINTIRE and EARTHA KITT

Directed by MICHAEL AUDLEY Screenplay by H. KENN CARMICHAEL Produced by LLOYD YOUNG

A Universal-International Release

THEATRE

Ad Mat No. 206 2 Col. x 7 1/4" - 203 Lines MAT No. 206

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